

EVERYONE HAS AN EDGE, WE MAKE IT SHARPER.

YOUR JOURNEY TO MANAGEMENT SHARPNESS BEGINS,  
WITH WELINGKAR'S HYBRID PROGRAM - AN ADVANCED 2 YEAR P. G. DIPLOMA IN MANAGEMENT (PGDM-HB)



**HYBRID** ▶

P. G. DIPLOMA IN MANAGEMENT  
The Next-Level in Distance Education

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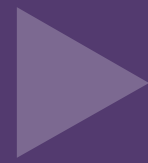
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# FROM THE DIRECTOR'S DESK



**Dear Students,**

With the advent of the internet, teaching and learning has moved beyond the four walls of traditional classrooms. Students and parents now have an increasing amount of control over their education. Keeping with these rapidly changing trends, Welingkar Institute of Management has developed Distance Learning Post Graduate Diploma in Management (PGDM-HB) through Hybrid Mode for working professionals.

The PGDM - HB program combines an online global education with compelling holistic experiences to help future leaders like you make a positive difference towards your career and the world. It is an integrated and advanced Hybrid Management Programme for those seeking managerial positions in today's demanding professional world, both in public and private sectors.

Quite frankly the program is an 'upgrade that works' and makes business leaders out of students. It is easily the most preferred option when it comes to distance learning because it has been designed for both working professionals and freshers alike, who are looking to improve their profiles while pursuing their careers. Winning major accreditations & recognitions, our program is the most sought after by students and preferred by employers from some of the best companies in the country. Our attention and speed of response to the needs of the industry and the student community is what has catapulted us among the leading Business Schools in the country and in South-East Asia.

I therefore, invite you to challenge yourself and stretch a little more than you think you can. As the Welingkar Distance Learning PGDM - HB unfolds, enjoy the experience and participate fully. The rest will follow.

Welcome to the program.

**Prof. Dr. Uday Salunkhe**  
Group Director



# WELINGKAR'S PGDM - HB



## About the Programs

Welingkar Institute of Management is an autonomous Institute and all Hybrid Learning Programs offered by it are autonomous in nature, but it is one of the few institutions whose Distance Learning Programs have been recognized by All India Council for Technical Education(AICTE)

**Program Duration and Registration Validity:** These are two year programs offered in the distance mode. The two year program is divided into 4 semesters. The registration validity of these two year Post Graduate Programs is 4 years. The registration validity is subject to payment of full program fees as per the payment schedule. While the Program duration is of two years only, the additional one year is given to students to submit/clear all pending exams/project reports.

Students opting for dual specialization will get one more year in addition to the maximum period of 4 years. The additional year is to enable students to complete any pending exams/project reports of the additional specialization.

**Salient Features of the Program:** The first two semesters are generic, common to all and cover general topics of management. The last two semesters contain specialization related subjects. The specializations offered are:

- Marketing
- Human Resource
- Supply Chain Management
- E-Business
- Retail Management
- Services Excellence
- Media and Advertising
- Healthcare Management
- E - Commerce
- Finance
- Operations
- General Management
- International Business
- Banking, Investment and Insurance
- Rural and Agri Business
- Travel and Tourism
- Hospitality Management
- I. T. Projects Management

# WHAT IS HYBRID LEARNING

There is a lot of buzz about hybrid learning and its potential as a flipped classroom. But what does hybrid learning really mean? Hybrid learning is a fine blend of various teaching and learning methodologies like face-to-face classroom, online learning, activity-based skill development, etc.

Welingkar's distance learning PGDM -HB program is designed to integrate different knowledge and skills acquisition processes as to reinforce, complement, and elaborate one another. Here the digital (internet and mobile), printed, recorded and traditional face-to-face classroom activities are integrated in a planned, pedagogically, facilitating student to self-direct his/her learning process by choosing the learning methods and materials available that best fits his or her individual characteristics and needs oriented to reach curriculum learning.

A few such innovative concepts of Welingkar's PGDM-HB program:

- Video based induction program as well as Program Orientation Test to familiarize new students about various features as well as a course Pedagogy.
- Virtual Classroom sessions where students can see, hear and participate in live lectures and clarify their doubts through online discussions with professors.
- Introduction of an intermingled learning methodology combining different forms of learning, namely printed study materials, Internet based learning (E-learning) and faculty interaction.
- With changing trends and for the convenience of the students, web based E-books are provided for few subjects instead of physical copy of books.
- Introduction of an E-learning tool-kit as a supplementary learning methodology to help students learn more effectively and efficiently.
- To enhance understanding of course material, downloadable video lectures based on syllabus are available as 'WeLectures'.
- Clarity of concepts can be boosted from "Video Dictionary", where numerous video lectures from 'YouTube' and other online sources can be viewed.
- Free subscription to Online "NewsWire" facility whereby, students can refer to news about latest happenings in the corporate sector in their area of specialization.

- A useful supplement to non-classroom teaching 'WeTube' provides individualized instructional lectures. With the help of expert faculties and experts from various management fields new lectures are recorded regularly and streamed over the internet.
- Introduction of innovative subject, "We-Like" where students can choose from the available topics online as per their domain of interest.
- Opportunity for students to hone their soft skills like Time Management, Stress Management, Conflict Management, etc. through participation in live interactive online virtual classroom sessions.
- Placement information relating to various job openings are available to students at the click of a button. The Institute only provides aggregated placement information and does not guarantee placements. Regular updates are available on a daily basis on the website.
- For holistic development of students, the institute conducts a number of events on weekends at Mumbai campus. Participation in these events is optional with payment of additional fees. Following is a list of few such weekend initiatives:
  1. Industry visits
  2. Interactive workshops
  3. Movie learning sessions
  4. Spiritual visits
  5. Experiential learning workshops
  6. Business simulation games and much more...



# ACADEMIC PROCESS

On taking admission, students are given 1st year kit of study material, which consist of 9 books. Study material for few subjects is provided only in the form of E - book. Further, students can attend internet based live virtual classroom session for select subjects as well as quarterly Personal Contact Program (PCP) at the institute during the 1st year. PCP are optional and can be attended after paying additional nominal fees. Simultaneously, students are activated on the system so that they can check various facilities offered to them like : E-Learning Tool Kit, WeLectures, WeTube, NewsWire service, Placement opportunity etc.

## Web Based support :

**E-Books:** With changing trends and for the convenience of the students, web based E-Books are provided for few subjects instead of physical copy of books. This E-Book contains chapter wise reading material in PDF format, summaries, presentations and skill builder modules. Students can download these E-Books at any time and refer to it as per their convenience.

**E-Learning tool-kit support:** In addition to the printed study material, students get an 'E-learning tool-kit support' through the website. The E-Learning tool-kit contains the summary, PowerPoint presentation as well as skill builder modules for every chapter of each subject.

**WeLectures:** Also, video lectures based on the syllabus can be viewed by students from 'WeLectures'. These are exhaustive video lectures on various subjects of the syllabus.



The PGDM-HB program helped me grow to my potential and reach to the blue ocean in my career. This program builds leadership qualities through experimental learning workshops. It's really a boon for the working professionals who can take benefits of this excellent courseware, learn through its e-learning modules, and take help from professors in web-based classroom sessions as per their own convenience and flexibility.

**Diganta Sengupta**  
SR Consultant  
Capgemini India Pvt Ltd



This course has given me a better understanding of how the entire management process works. The value added activities here, VCF lectures, workshops, etc, help you get in touch with people from different sectors and from different walks of life. You can witness how they deal with life and how the HB program is currently helping them.

**Rebecca Figueiredo**  
Alumni

# KEY PROGRAMS OFFERED

The following are the key programs offered by the Institute:

- **Advanced Diploma in Business Administration**  
Duration: 1 year. After successful completion of Advanced Diploma in Business Administration, students can opt for any of the following specialized Post Graduate Programs in the second year.
- **Post Graduate Diploma in Management (Marketing Management) (PGDM - MM - HB)**
- **Post Graduate Diploma in Management (Finance Management) (PGDM - FM - HB)**
- **Post Graduate Diploma in Management (Human Resource Management) (PGDM - HRM - HB)**
- **Post Graduate Diploma in Management (Retail Management ) (PGDM - RM - HB)**
- **Post Graduate Diploma in Management (Operations Management) (PGDM - OM - HB)**
- **Post Graduate Diploma in Management (Supply Chain Management) (PGDM - SCM - HB)**
- **Post Graduate Diploma in Management (Business Administration) (PGDM - BA - HB)**
- **Post Graduate Diploma in Management (E-Business) (PGDM - EB - HB)**
- **Post Graduate Diploma in Management (International Business) (PGDM - IB - HB)**
- **Post Graduate Diploma in Management (Banking, Investment and Insurance) (PGDM - BII - HB)**
- **Post Graduate Diploma in Management (Services Excellence) (PGDM - SE - HB)**
- **Post Graduate Diploma in Management (Rural and Agri Business) (PGDM - RAB - HB)**
- **Post Graduate Diploma in Management (Media and Advertising) (PGDM - MA - HB)**
- **Post Graduate Diploma in Management (Travel and Tourism) (PGDM - TT - HB)**
- **Post Graduate Diploma in Management (Healthcare Management) (PGDM - HCM - HB)**
- **Post Graduate Diploma in Management (Hospitality Management) (PGDM - HOM - HB)**
- **Post Graduate Diploma in Management (E - Commerce) (PGDM - EC - HB)**
- **Post Graduate Diploma in Management (I. T. Projects Management) (PGDM - ITPM - HB)**



# STRUCTURE OF VARIOUS PROGRAMS...



## Advanced Diploma in Business Administration

Code	1 <sup>st</sup> Semester	Code	2 <sup>nd</sup> Semester
391	Principles of Management	408	Strategic Management
02	Financial Accounting	66	Cost Accounting
556	Human Resource Management	404	Innovation Management**
551	Marketing Principles	553	Elements of Communication & Networking Skills
06	Managerial Economics**	554	Legal Aspects of Business
552	Organisational Behaviour	338	Project: We-Like

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Marketing Management) (PGDM - MM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
693	Marketing Research**	427	Product/Brand Management**
523	Consumer Buyer Behaviour	628	CRM**
426	Advertising and Sales Promotions	652	Internet Marketing**
706	Distribution Management	654	Social Media Marketing**
218	Marketing Finance	80	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Finance Management) (PGDM - FM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
526	Financial Management - I	425	Project Finance**
605	Financial Management - II	314	Mergers & Acquisitions**
629	Trade Finance**	705	Business Analytics**
661	Advance Direct Tax	694	International Finance**
662	GST - The Essentials of Goods and Services Tax	162	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Human Resource Management) (PGDM - HRM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
471	Human Resource Management – II**	607	Wages and Salary Administration
604	Industrial Relations and Labour Laws	309	Effective HR Training & Development Strategy**
525	Functional Administration	430	International HRM**
695	HR Information Systems	530	Performance Management and Reward Systems**
696	Recruitment Management**	163	Project

**\*\* Available in E-book format only**



## Post Graduate Diploma in Management (Retail Management ) (PGDM - RM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
523	Consumer Buyer Behaviour	531	Retail Stores and Operation Management**
409	Retail Marketing Environment	397	I. T. in Retail**
433	Retail Merchandising and Buying	606	Franchising in Retail
472	Retail Selling Skills**	398	Customer Centric Organization**
705	Business Analytics**	167	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Operations Management) (PGDM - OM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
399	World Class Manufacturing	332	Radical Business Performance Improvement**
400	Project Management	475	Global Supply Chain Management & Outsourced Manufacturing**
704	Entrepreneurship**	398	Customers Centric Organization**
331	Total Quality Management**	646	Six Sigma**
431	Production & Operations Management	164	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Supply Chain Management) (PGDM - SCM - HB)

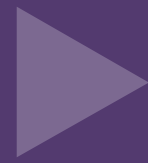
Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
609	Purchasing & Materials Management	335	Logistics and Distribution Management**
476	Inventory Optimization	475	Global Supply Chain Management & Outsourced Manufacturing**
331	Total Quality Management **	608	ERP & Web Based Supply Chain Management
399	World Class Manufacturing	432	Legal Aspects in Supply Chain Management**
474	Stores Management**	165	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Business Administration) (PGDM - BA - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
693	Marketing Research**	657	Investment Management – II
605	Financial Management – II	652	Internet Marketing**
471	Human Resource Management – II**	398	Customer Centric Organization**
525	Functional Administration	649	Introduction to E-Tailing**
704	Entrepreneurship**	166	Project

**\*\* Available in E-book format only**



### Post Graduate Diploma in Management (E-Business) (PGDM - EB - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
705	Business Analytics**	665	Enterprise Solutions - I **
422	IT Infrastructure	333	Business Process Outsourcing**
630	Managing IT Projects**	401	IT Compliances**
313	Information Security & IS Governance	666	Enterprise Solutions - II **
632	Business Analysis	168	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management (International Business) (PGDM - IB - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
698	Import - Export Management (Commercial Features)**	652	Internet Marketing**
436	International Business Environment**	475	Global Supply Chain Management & Outsourced Manufacturing**
316	Foreign Exchange Management	697	Import - Export Management (Regulatory Features)**
315	International Finance**	649	Introduction to E-Tailing**
477	International Marketing	169	Project

**\*\* Available in E-book format only**

## Post Graduate Diploma in Management (Banking, Investment and Insurance) (PGDM - BII - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
197	Banking Fundamental & Negotiable Instruments	660	Trade Finance and Foreign Exchange Management** ▲
413	Retail Banking**	419	Branch Banking & Role of Branch Manager
674	Corporate Banking	412	Marketing of Financial Services**
481	Introduction to Insurance and Risk Management	528	Management of Insurance Products and Companies**
221	Investment Management – I**	202	Project

**\*\* Available in E-book format only**

**▲ Sub Code (660) consists of Trade Finance (629) and Foreign Exchange Management (316)**

## Post Graduate Diploma in Management (Services Excellence ) (PGDM - SE - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
525	Functional Administration	440	Services Marketing
704	Entrepreneurship**	398	Customer Centric Organization**
471	HRM - II**	331	Total quality management**
344	Services Management – I**	345	Services Management - II
646	Six Sigma**	346	Project

**\*\* Available in E-book format only**



### Post Graduate Diploma in Management (Rural and Agri Business) (PGDM - RAB - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
699	Rural Dynamics	663	Social Entrepreneurship**
527	Agri Finance Management	398	Customer Centric Organization**
700	Micro Finance**	649	Introduction to E-Tailing**
664	Rural Marketing	701	Agri Price Risk Management**
349	Management of Agri Input Industry	346	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management (Media and Advertising) (PGDM - MA - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
693	Marketing Research**	427	Product/Brand Management**
426	Advertising and Sales Promotion	654	Social Media Marketing**
664	Rural Marketing	357	Media Planning and Buying
652	Internet Marketing**	705	Business Analytics**
702	Advertising A/c Planning	346	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management (Travel and Tourism) (PGDM - TT - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
360	Introduction to Travel and Tourism	652	Internet Marketing**
659	Tourism Marketing	366	Tour Operations Management**
658	Travel Agency Management	398	Customer Centric Organization**
363	Geography of Travel**	368	Relationship Marketing**
364	International Tourism	346	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management (Healthcare Management) (PGDM - HCM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
370	Essentials of Healthcare Administration	376	HR in Hospitals**
371	Planning & Designing of Healthcare Facilities	414	Revenue Cycle Management in Healthcare**
372	Hospital Operation	377	Material Management & Equipment Management**
398	Customer Centric Organization**	378	Legal Aspects in Healthcare**
633	Quality Management in Healthcare	346	Project

**\*\* Available in E-book format only**





### Post Graduate Diploma in Management (Hospitality Management) (PGDM - HOM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
380	Introduction to Hospitality Management	385	I. T. in Hospitality**
381	Front Office Operations	703	Hotel Marketing**
382	Hotel Housekeeping**	421	Stores & Purchase Management**
388	Food & Beverages Management	383	HR in Hospitality**
384	Hotel Accountancy	346	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management (E-COMMERCE) (PGDM - EC - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
649	Introduction to E-Tailing**	655	Venture Capital & Crowdfunding**
651	Starting of E-Commerce Venture	653	Logistics Management in E-Commerce
555	Financial Technology Solutions	628	CRM**
652	Internet Marketing**	654	Social Media Marketing**
705	Business Analytics**	346	Project

**\*\* Available in E-book format only**

### Post Graduate Diploma in Management IT Projects Management (PGDM - ITPM - HB)

Code	3 <sup>rd</sup> Semester	Code	4 <sup>th</sup> Semester
630	Managing IT Projects**	424	Managing Project Vendors**
631	Scheduling & Tracking of Projects	656	Enterprise Solutions - I & II**
420	Managing Project Teams & Resources	445	Software Engineering & Quality Management**
444	Estimating Software Projects & Managing Costs	438	Using System & Tool in Projects**
632	Business Analysis	346	Project

**\*\* Available in E-book format only**

# VIRTUAL CLASSROOM FACILITY (VCF)

The institute conducts live lecture sessions for select subjects of the first year from its campus studio. Students availing VCF, can attend these lectures using a computer, from their residence. It is a must to have a 256 Kbps broadband connection to use this facility. Students are also required to have a speaker and a mike so they can interact with the professor during this two way audio-video lecture or chat online with the professor. This interactive live video lecture facility is available presently for the following subjects of first year.

## 1st Semester

- Principles of Management
- Financial Accounting
- Marketing Principles
- Managerial Economics

## 2nd Semester

- Strategic Management
- Elements of Communication & Networking Skills
- Cost Accounting
- Innovation Management

These lectures are conducted twice a week between 7 pm to 9:30 pm. A total of 80 hours of live lectures are conducted in the first year. Virtual Classroom Facility offers the following benefits:

- Live lectures using video & audio
- Interact with the professor using your microphone
- Document sharing (content will be delivered to you live)
- Participate in live Q&A sessions to resolve your academic queries
- Participate in live quiz tests during the lecture to gauge your knowledge and understanding

You can avail the VCF facility with the following minimum requirements:  
Desktop/Laptop Configuration: Pentium IV 2 GHz with 512 MB RAM,  
Operating System: Windows XP or 2000 or Vista (Vista users need to Turn Off User Account Control (UAC) by clicking on 'User Accounts' in 'Control Panel'), headset with microphone. Software: MS Office 2003 or 2007, Broadband internet connection- minimum 256 Kbps.



# PERSONAL CONTACT PROGRAMS (PCP)

The institute will conduct Personal Contact Programs (PCP) for students four times a year prior to the mid-term as well as final semester examinations for the first year. Presently, the contact programs are conducted in Mumbai only. Personal Contact Programs will last for about 6 days each semester. During this period, a minimum of 7 hours per subject will be covered in a classroom environment. During the PCPs, the entire portion is not covered, but major concepts are explained.

Students should attend PCPs after reading the study material, as basic concepts are not covered in PCPs. PCPs are optional but highly recommended since they encourage peer interaction and provide the opportunity to clarify doubts related to the examination or curriculum. The fees for PCPs have to be paid at the time of admission (₹.3600 for all subjects). In case the student desires to join later, the fee will be ₹.400/- per subject.

## Note:

The institute retains the right to add / delete / change PCP and examination centers. Since PCP seats are limited, students will be given this facility on first-come-first-serve basis.



My two years journey with Welingkar's Distance Learning PGDM is unforgettable and i still want to continue my journey. The teachers of the institute are really helpful, they helped us in each and every possible way. I will not forget to mention about the friends whom i got from here and we all are like a family, 'Welingkar Family'. I had done the PGDM in E-Business, the subject and chapters provided point to point information. The E-learning section from which we used to study the slides was great. The PGDM - HB accelerated my career graph in terms of knowledge, research, analytic, leadership, teamwork, ethics, and communication. Also given me the ability to develop my career to its fullest potential, at an accelerated pace.

**Dhruv Gaur**  
Alumni

# EVALUATION CRITERIA AND ASSESSMENTS

- In every semester, there is a mid-term exam and a semester exam.
- Every subject portion is divided into two parts. The mid-term exam is based on a few initial chapters and the semester exam is based on the remaining chapters.
- Both mid-term as well as semester exams are out of 50 marks. However, a mid-term assignment carries about 20% weightage and a semester exam carries 80% weightage. To clear a subject, a student has to secure minimum 50% marks which is a total weightage percentage of both exams.



## **Project “We-Like”**

During 2nd semester, students have subject named “We-Like”. In this subject, they have the freedom to refer to any online content from WeTube, WeLounge and Newswire service. They are required to prepare a presentation on the same and appear for the viva.

## **Project Report**

During the fourth semester, each student is required to upload a project report on any one of the topics from the list given by the Institute. The student is required to prepare the report and upload it as per the guidelines given by the Institute. The project is out of 200 marks and uploading of the project report and appearing for online viva is compulsory for successful completion of the Program.

## **Opportunity to get additional bonus marks**

From 2nd semester onwards, students get regular opportunities to attend a vast no. of events like Industrial Visit, Business Games, Game based workshop, 1–2 days workshops on weekends. Students can participate in any of these workshops by paying an additional nominal fee and accumulate a maximum of upto 50 marks in each year.

## **Others**

- If a subject is not cleared in a semester, or if the student does not attend an exam then the student has to re-appear for both the exams i.e. mid-term & final semester exam, by paying re-examination fees.

**Note:** The Institute reserves the right to modify/change the pattern of exams as deemed fit.

# SPECIAL FEATURES

## The Welingkar Advantage

The institute believes in excellence in quality of education which is relevant to the current times. The curriculum is designed and updated regularly by our faculty who take special care to keep it application oriented. Not stopping at providing the best and latest teaching methodologies to its students, Welingkar goes a step further and shares with current students' information on various job openings available in different fields.

## Web Based Learning

**E-books:** With changing trends and for the convenience of the students, web based E-books are provided for few subjects instead of physical copy of books. This E-book contains chapter wise reading material in PDF format, summaries, presentations and skill builder modules. Students can download these E-books at any time and refer to it as per their convenience.

**Audio Books:** These are subject books with only audio. It can be downloaded on PC and mobile handsets for easy access anytime anywhere

**E-Learning Tool-Kit:** The Institute provides additional academic support through an E-learning tool-kit to ensure that learning is delivered more effectively. By clicking on the E-learning option, a student can, for any particular subject, access the following:

- **Abstract of every subject:** Our editorial team summarizes every chapter of all subjects in two to three pages.
- **Power Point Presentation:** For every chapter, PowerPoint presentations are available for quick reference.
- **Skill Builder Module:** Multiple choice practice questions for each chapter. Students can take the test any number of times and examine their scores and correct answers to the questions.

**WeLectures:** The Institute has a competent team of faculties with vast industry & academic experience who are the main source of course curriculum & design. As supplementary to the course material, video lectures on various subjects of syllabus are uploaded for better understanding of the curriculum.

**Video Dictionary:** To further help the student understand concepts clearly, and enhance his knowledge a new facility has been initiated. From this link, by typing any word/phrase, the student connects to numerous video lectures from 'YouTube' and other online sources. These can be related to topics in the course material or any phrase/word related to the specialization can also be viewed.

**WeTube:** In addition to the academic content in the form of books, E-Learning tool kit, WeLectures etc, the students also get benefit of referring video lectures on latest topics related to various specialization areas like Marketing, Finance, Supply Chain Management, I. T. etc.

The institute has developed mini lectures to assist students who are working professionals with time constraints. New lectures are recorded with help of expert faculties every week and streamed over the internet. This method of individualized instructional system becomes a useful supplement to non-classroom teaching.

### Note:

- In addition to the study material, a number of web based learning tools are provided free of cost, which students can use for their reference. It is necessary to have a good internet connectivity to refer these learning tools. In case the website is not accessible due to various technical reasons, the institute is not responsible for the same.



## WeLounge

An initiative designed especially for Welingkar students in order to disseminate a wide spectrum of views of successful people in their respective fields and have been brought together on this platform in order to share some very important insights as how to be a successful entrepreneur and what it takes to be part of the cream of society.

WeLounge invites dignitaries from various walks of life to share their success stories and also provides you with an in depth analysis of how to be triumphant in your business and overcome obstacles. An interview with these luminaries on their success stories help you get all the information you require and much more, for you to create a paradigm shift in your career.

WeLounge is a catalyst that, with the knowledge acquired, inspires you in take the right steps, avoid unnecessary impediments and create a success story of your own.

Students can access these profound success stories and view them from their login accounts.



Sagorika Kantharia  
Chief People Officer - Radio City

## Placement Support System

For the convenience of students, a new initiative has been undertaken by the PGDM-Hybrid Learning Cell, 'Placement Information'. Job opportunities and global vacancies are uploaded on our website, [www.welingkaronline.org](http://www.welingkaronline.org) on a daily basis.

A student, after enrolling for the program, can see all job openings state-wise and specialization-wise on the website, under the head 'Placement Opportunities'.

## NewsWire Services

To help students keep themselves abreast about what is happening in the business world, the Hybrid Learning Cell offers an innovative facility "NewsWire Services" where working students can find news about the latest developments happening in their chosen specialization just at the click of a button, right from the day they join the program.

## We-Upskill

Under this initiative, students can participate in live interactive sessions through Virtual Classroom mode and sharpen their soft skills like Stress Management, Conflict Management, Time Management, leadership etc. Students get to participate in such online events during their second year.

# VALUE ADDED WORKSHOPS & EVENTS

Workshops are essentially a great participatory platform. It is where participants get to think for themselves, receive inputs from others, and learn as a single group. WeSchool's workshops are designed to offer a complete package of practical and interactive learning. Our aim is to broaden perspectives that relate to your chosen stream, whether it is Marketing Management, Healthcare Management or Banking.

Various workshops are conducted on weekends. Participation in these events is optional with payment of additional fees. During such workshop, students get opportunities to meet colleagues from various batches as well as senior Industry trainers. Additionally, they get few bonus marks out of 10 or 20 per event depending upon their participation performance. They can accumulate maximum up to 50 marks in their first year as well as second year program and improve their overall scores.

## An array of workshops successfully conducted:

Dealing With Difficult People
Creative Analysis & Problem Solving
Delivering Impactful Presentation
Emotional Intelligence
Master The Interview
Manager As A Coach
Mind Magic
N.L.P. (Positive Lining)
Negotiation Strategies And Tactics
Re-start, Re-skill And Re-build
The Assertive Professional
Team Building
Supervisory Excellence
Conflict Management
Goal Setting
Innovation Management
Services Gap Analysis
Masterful Communication
Networking Skills
Grooming And Business Etiquette

Power Of Habit Formation
First Time Manager
Digital Marketing
Effective Sales Closing
Winning Customers
Maximizing Profit By Improving The Art Of Selling
Financial Life Planning
The Assertive Professionals
Conflict Resolution And Group Dynamics
Winning Relations



For holistic development of our students the institute regularly holds many additional workshops on weekends at WeSchool, to describe a few,



### Spiritual Visit

Today's life style has become very demanding, be it of businessmen, executives, professionals, or students. In a situation when the expectations are greater than achievement, we suffer from, what is called as stress. It is necessary to learn how to manage stress and improve self performance. The institute has designed a unique 3 days stress management workshop, wherein a combination of yoga and other stress relieving processes are conducted on regular basis.

While self improvement programs are helpful, lasting peace comes from discovering your spiritual essence. The truth is that you are much more than you imagine yourself to be, far more so than you can talk yourself into believing. These workshops help to know your spiritual essence and guide you towards your true potential.

### Movie Learning Session

It is a known fact that, when we are engaged with the content through a medium we love, we learn better and retain more. With this objective, inspirational movies are screened on Saturday evenings and debriefing sessions are conducted after movie for collaborative learning.







## Experiential Learning Workshop



As mere theoretical knowledge is not sufficient. Hence to supplement the theoretical part of the curriculum with hands on experience and to develop the overall personality, the Experiential Learning Workshop has been developed.

Students are tested on several fronts like perseverance, decision making, problem solving, and thinking on their feet etc. The activities are designed to guide through the process of identifying areas of weakness and applying the solutions significantly and positively to impact their performance back on their job.

Presently this module is conducted at the Institute.

The Experiential Learning Methodology helps develop other skills such as:

- Teamwork
- Communication
- Problem Solving
- Presentation Skills
- Decision Making
- Leadership
- Knowing more about one's self

## Industry Visit

Industry visit is considered as one of the important methods of teaching. The main reason behind this– it lets students know things practically through interaction, working methods and opportunity to study management principles in practice. These visits help students to interact with professionals in their respective field. The Institute arranges for periodical industry visits to the reputed companies. The student can opt for an industry visit tour by paying nominal charges.



## Business Simulation

This is an experiential program based on business simulation. It permits to experience and test oneself in situations before encountering them in real life and also experiment and test hypotheses. It is totally a participative, interactive environment. These simulations are a powerful game based developmental experience for executives, business managers, engineers, students at all levels and create an authentic learning environment.



## Sales Management

It forms the basis of understanding the process of prospect management. This workshop will enable learners derive the benefits of funnel management, conversion ratios and areas of focus in the sales process. The sales management tool would enable participants learn SPANCO process to forecast sales customer wise, industry wise as well as value contribution ratios.



## The DPSA Profiling (Psychometric Assessment)

The foundation of personal and professional success lies in understanding yourself, understanding others, and realizing the impact of personal behavior on others.

The DPSA Personal Profiling presents a plan to help you understand yourself and others in a specific environment. It allows you to understand your behavioural profile and identify the environment most conducive for your success. At the same time, you learn about the differences of others and the environment they require, in order to minimize potential conflicts and to maximize productivity and teamwork.



## Analytical Skills and Creative Problem Solving

Getting stuck in a problem or not knowing what the problem could be a painful situation. Not knowing how to generate options to solve a problem could be another.

This workshop on Analytical Skills and Creative Problem Solving is designed to equip participants to use specific tools that they could apply in a diverse business situation and be more productive and effective in meeting business outcomes and objectives. This is a highly participative program, with the emphasis on discussion and group learning.



## Presentation Skills

Increasingly, important decisions are made as a result of high quality presentations. Excellent presentation skills give a person a platform to demonstrate their sales skills, leadership qualities, communication skills, influencing abilities and promotion potential. This workshop is to empower participants with the skills and techniques that will give them the confidence and competence to make presentations in all situations.



## I. T. Project Management

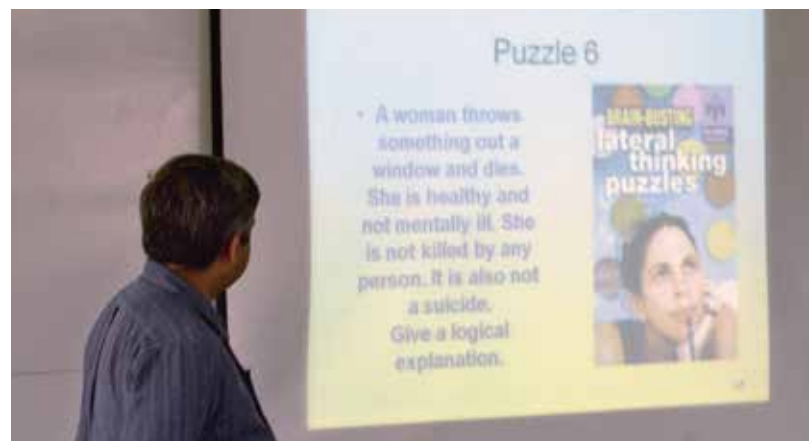
This workshop provide an opportunity for participants to consolidate their knowledge on real life issues in IT projects and increase their breadth of understanding about Project Management. There is discussion on Leadership behaviours required to ensure success at various stages of a project lifecycle. The overall emphasis of this workshop is thus techno-behavioural focusing on skills and competencies which enable a project manager to “Make it Happen”



## Art of Influencing People

Influencing may mean different things to different people. For some it represents persuasion or negotiation, for others it is about getting people to see their point of view or using their authority to get people to do something or change something. In reality it can be all of these things and more.

And in order to achieve results in our workplace today, we must understand and influence a variety of staff, customers and stakeholders, some of whom operate within our own function or business unit; others who are in different functional lines, businesses, or locations.



# LEARNER SUPPORT SERVICES

**Welcome Kit:** After taking the admission students are given booklet (Welcome Kit) along with the 1st year study material. This booklet contains FAQ's, details about a number of learning tools, exam dates for the entire program and step by step instructions for giving both mid term and end semester exams.

**P.O.T. Video cum Quiz:** To help students derive maximum benefit out of the program an innovative online program orientation video cum quiz is provided, students are compulsorily required to go through this facility for the first time when they log in to the system. There is no pass/ fail for this test. The purpose of this test is to familiarize students with various online facilities available, exam guidelines, various innovative tools, communication channels etc. so as they can get the best out of this wonderful program.

**Notices Section:** Notices Section is available in the students Dashboard. This section contains various Time-Table and Guidelines.

**Study Kit & Learning Aid:** It has a number of Academic facilities like E-Learning Tool - Kit, We Lecture, E-Book, Audio Books, We Tube, We Lounge, Video Dictionary, Newswire service etc.

**WeCare:** This link is available in students Dashboard. Once students click on the link, it will show number of titles like: Exams, Study material, Project We-Like etc. Students can click on any button and view the standard information. Further, in case of any query, students can type the same in the box provided and get the "Ticket no." The institute team shall revert back at the earliest to resolve the query.

**Chat Facility:** Students can also contact through online chat facility available on the website. This facility is available between 10 am to 6 pm on working days.

**Email & SMS Facility:** All exams dates, lecture dates and guidelines are provided in the welcome kit as well as in the online Notices section. However, reminder message for major events are also sent through email as well as sms.

**Web Announcement:** If the student is unable to receive sms/email communications due to any issues from their side, like DND activation, mail blocked by service provider etc., they can go to this link & view all sms/email alerts sent to their batch during any period.

**“Welingkaronline” Mobile App:** The institute is always on the forefront of technology usage for providing seamless learning environment for students. An unique mobile application "Welingkaronline" has been developed, which helps to meet all academic, administrative and communication requirement of student during their entire journey with Weschool.

The users can access video lectures, reading material, practice test as well as lecture time table, exam schedules, project guidelines and all other important content through this application.

The application is available for Android via Google Play and for iOS via App Store.



# ADMISSION CRITERIA

WeSchool welcomes students from different academic backgrounds. The course introduces four separate batches a year, making it easy for students to enter the learning process as per their convenience.

## Eligibility

- Graduates from any recognized University
- If a student has completed his graduation from an International University then the University should be approved by AIU/UGC/IGNOU or by any other international associations like EQUIS, AACSB or AMBA

## Subject-wise waivers

Students with prior professional qualifications like Chartered Accountants (CAs), Cost & Work Accountants (ICWAs) & Graduates with one year Diploma from Welingkar are eligible to get waivers in certain subjects from Semester I and II as indicated below.

Eligible Candidates	Subjects for Waiver
Welingkar's One year Diploma Holders from Jan '06, Batch	Waiver in 6-8 subjects depending on specialization. Also, the course duration will reduce for these students.
Welingkar's PGDM - HB students opting for Dual Specializations	Waiver in subjects common in primary and additional specialization
CAs / ICWAs (Inter & Final students)	Financial Accounting - Cost Accounting
Diploma holders in Management Studies from Mumbai University	Principles of Management Managerial Economics Marketing Management

## Enrollment

- There will be four batches each year- January, April, July and October
- Specialization should be selected in the enrollment form. Preferred center for the examination / PCP center should also be selected in the enrollment form itself

## Enclosures

- Evidence of graduation
- 1 recent passport size colour photograph



Through this Hybrid Program, students can personally interact with professors, unlike other distance learning programs.

Welingkar's provides many value added activities that are very helpful, especially workshops and VCF lectures, that helps you grow personally and professionally. Also the academia of Welingkar's PGDM-HB is very advanced and easily accessible.

**Lipisha Mota**  
Alumni



I would like to express my sincere gratitude to Welingkar's in conducting the PGDM-HB Business Administration course. It has helped me personally and professionally and I would strongly recommend it to my friend and colleagues here in Abu Dhabi where i am currently working. This course is customized for working professionals like me to learn from any part of the world, a special mention to team Welingkar's for the subject they covered, study materials they provided, and for conducting a easy exam process.

I am sure this will be like a milestone and will give me an edge in my career parth.

**Apurva Ajmera**  
Expediter  
Euro Mechanical & Elect. Cont. LLC

# ADMISSION PROCESS & FEES STRUCTURE

WeSchool focuses on providing the highest quality education at a cost and a payment mode that would be easy for students. Convenience of the fee packages ensure that students from different socio-economic backgrounds get the advantages of Welingkar education.

## Prospectus & Application form:

The application form is available on the website, [www.welingkaronline.org](http://www.welingkaronline.org). For admission, application form has to be filled online and submitted to the institute with relevant documents and course fees. Prospectus fees is to be paid along with program fees

## Walk-In Admissions:

Students may walk into Welingkar with the completed application form, course fees and all other required documents. Upon satisfying all admission and eligibility criteria, the student immediately gets the admissions number and study kit, along with access to all the features of the online portal.

## Program/Course Fee:

There are 2 payment plans by which you can pay the course fees. You can choose any one of the following options:

- Two years fees paid in advance at the time of registration- ₹.61,000/-
- Yearly fees option- ₹.33,500/- for first year and ₹.32,500/- for second year.
- Students who have selected the annual fee option are required to pay the 2<sup>nd</sup> installment of course fees one month prior to the beginning of the 2<sup>nd</sup> year.
- If a student takes a break and pays the 2<sup>nd</sup> year course fee installment after the break, then the 2<sup>nd</sup> year fee will be the one applicable to the year in which he pays. The yearly fee option will not be applicable.

If the student decides to join the Personal Contact Programs for the 1<sup>st</sup> and 2<sup>nd</sup> semesters, he has to pay an additional amount of ₹.3600/- at the time of admission. (Personal Contact Programs are optional and available currently only at Mumbai.) If the student decides to join Personal Contact Programs at a later date, the fee is ₹.400/- per subject. Seats for the Personal Contact Programs are limited and will be offered to students only if available. Study material for each year will be sent, subject to the payment of the installment fees.

## Mode of Payment of Fees:

Course fees at the time of admission can be paid through Local Cheque, Demand Draft, Debit Card/Credit Card or Net Banking. **Local Cheque/Demand Draft to be prepared in the name of 'Welingkar Institute of Management' and should be payable at Mumbai.**

***\*Please Note that for all other fees including fees installment, cheque payment is not applicable.***





# MISCELLANEOUS FEES

## Examination Fees

The Program/Course Fees are inclusive of mid-term as well as final semester exam fees. The exam fees are valid and applicable to the exams of the semester in which the student's batch is currently in. However, in case a student has not appeared for the examination even though he has made booking for the same, or failed in a specific subject, he shall be required to re-appear for these subjects and will have to pay examination fees.

After joining the course, if a student takes a break and re-joins the course at a later date but during the registration validity period, he will have to pay re-exam fees for the subjects of the missed semesters. Re-examination means permission granted to the student for:

- Appearing for an exam of a specific subject/s in which she/he was absent or
- Failed (student has given both mid - term and final semester exams but failed or student had appeared only for the mid-term exam but not the final semester exam) or
- Taken a break between semesters and now wants to give exams for the pending semesters.

Students can give their re-exams during the next scheduled examination along with current semester subjects. For the pending subject, they will have to appear both for the mid-term and the final-semester exams. The old mid-term marks (in case the student had appeared) will not be carried over.

In case a student has paid fees in Indian Rupees and then moves abroad during the course of the Program or is an NRI but has enrolled as a local student and paid fees in Indian rupees or has to travel abroad during the exam period on account of work, then the student can give the final semester exams online, subject to the following:

- The student has to submit a photocopy of the passport, visa and a letter from the company (in case the student is traveling abroad on account of work).
- The student has to pay overseas exam fee and in case of re-exams, additional re-exams fee will have to be paid.

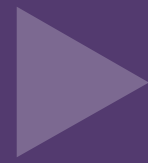
**Note:** If the student takes a break in the middle of the course thereby breaking the flow of semester pattern and rejoins the course at a later date, then the student is bound by the fees and regulations prevalent at that time.

## Late Payment of Fees

₹.1,000/- additional will be charged for delay in payment of second year fees installment.

## Various Fees Amount

- Personal Contact Program Fees: ₹.3,600/- for first year subjects, if paid along with the course fee. If PCP fees are paid later on, it is ₹.400/- per subject, provided seats are available. PCPs are optional but recommended.
- Re-exam fee: ₹.750/- per subject.
- Duplicate issue of study material: ₹.300/- per book plus ₹.50/- as postage
- Fee for issuing Transcripts: ₹.600/- for the 1st copy and ₹.100/- for each subsequent copy.
- Duplicate certificate/marksheet to be issued: ₹.1,000/- per certificate/marksheet along with written application.
- Re-registration Fees: Rs. 8,000/- for one year extension.
- Batch Transfer Fees : Rs. 750/- per batch



### Re-registration Fees

- The Re-registration fees is applicable to those students who are not able to complete the course within Four years (i.e. Normal duration of Two years plus Two years extension). On expiry of the registration validity period of Four years, the student will have to pay the re-registration fees of Rs. 8,000/- and can obtain further One year extension to clear balance subjects.
- If the student has just one subject or only project report pending then student will have to pay Rs. 4000/-
- A student can re-register himself twice i.e after completion of the registration validity period of 4 years, a student has 2 subsequent years to re-register himself & complete the pending subjects i.e up to Six years from the commencement of the batch. However, if the student re-register himself in 5th yr from the starting of the batch i.e. in 2019 he can re-register twice, but if the student re-register himself in 6th yr from the starting of the batch i.e. in 2020 then he can re-register only once.

The following table gives the information about Re-registration process:

Batch	Course Duration	Course Validity	Re-registration (1st attempt)	Re-registration (2nd attempt)
	2 Yrs	4 Yrs		
HPGD/ JA15/XXXX	From JA- 2015 To DEC-2016	From JA-2015 To DEC-2018	From JA-2019 To DEC-2019	From JA-2020 To DEC-2020

Thereafter the admission lapses.

### Cancellation of Admission

You can cancel your admission within 45 days from the date of your registration by forwarding a written application to the Institute and returning along with it fee receipt challan and study material.

(The Institute will not accept any request for cancellation of admission sent by e-mail or fax.)

### Cancellation Charges

It will be as follows:

Within 1-15 days of admission -	10% of the 2 yrs. fees
Within 16-30 days of admission -	20% of the 2 yrs. fees
Within 31-45 days of admission -	50% of the 2 yrs. fees
After 45 days of admission -	100% of the 2 yrs. fees (i.e. No refund)

The above charges will be deducted and the balance course fee amount will be refunded to the student within a maximum period of 60 days from the date of admission.

### Batch Transfer

Students who have enrolled in a particular batch but were not able to give any exams can take a transfer to the next subsequent batch by paying a transfer fee. Such batch transfers are permissible only within the registration validity period of 4 years.

### Fees for NRIs/Overseas Students

- The program fee for two years amounts to US\$2,000. The entire amount has to be paid at the time of enrollment itself. If the overseas students wish to pay fees in Indian currency, the amount is ₹.1,20,000/- for entire program.
- The program fees include cost of study materials and examination fees.
- The course material for each year will be couriered to the overseas student semester-wise.
- In case the student has paid the fees in Indian Rupees and then moves abroad during the course of the program, then all correspondence/ course material will be sent to the Indian address provided by the student.
- Re-Registration fee is US\$250 per year.
- Transcript fees: Original US\$10. Each subsequent xerox copy US\$5, courier charges US\$60.

Exams as well as assignments will be conducted online for overseas students.

### Mode of Payment for all Types of Fees

- Course fees at the time of admission can be paid through Local Cheque, Demand Draft, Debit Card/Credit Card or Net Banking. Local Cheque/Demand Draft to be prepared in the name of 'Welingkar Institute of Management' and should be payable at Mumbai
- Students are required to write their name, course name, admission number and their contact number on the reverse side of the Demand Draft

***\*Please Note that for all other fees including fees installment, cheque payment is not applicable.***

### Lateral Entry Students

Graduates who have joined Welingkar's 1 year Diploma program on or after Jan. 2006 and have successfully completed the same can directly join the 2<sup>nd</sup> semester of the two year PG Hybrid Learning Program subject to the following terms and conditions:

- The course fee is ₹.46,000/- to be paid at the time of admission.
- Students will be able to complete the program in 1½ years.
- Specialization will have to be chosen at the time of admission. **Change in specialization is not permissible for lateral entry students.**
- Depending on the specialization chosen in two year PG Hybrid Management Program, students will be given waivers in a combination of subjects, some from Year I and some from Year II. Thus, within one semester (6 months), students will give all the remaining subjects of Year I and thereby complete the 1st year of the program.

In every semester, for every subject, students are required to give one mid-term exam and one end semester exam.

All other rules and regulations are the same as mentioned in the prospectus.

# DUAL SPECIALIZATION

Students can obtain an additional specialization in any of the 18 specialization areas i.e. Marketing, Finance, Human Resource Management, Business Administration, Retail Management, Operations, Supply Chain Management, E-Business, International Business and Banking, Investment & Insurance, Services Excellence, Rural and Agri Business, Media and Advertising, Travel and Tourism, Healthcare Management, Hospitality Management, E-Commerce, I. T. Projects Management after completion of the primary specialization. Every student seeking dual specialization must submit an application in the format available on the website giving their admission number, primary specialization and the dual specialization chosen along with the dual specialization fees.

Students can opt for an additional specialization, subject to the following terms and conditions:

- In case, the student pays dual specialization fees before end of fourth semester, he has to pay ₹.5000/- less than the first year fees applicable to the batch in which the student joins
- The course duration will be extended by a period of one year. Thus students can complete the dual specialization within 5 years
- Students seeking dual specialization will be required to complete the 3<sup>rd</sup> and 4<sup>th</sup> semesters of the additional specialization after completion of the primary specialization. **The additional registration validity period of one year is given to students to complete any pending assignments/project report of the additional specialization**
- The course fee for dual specialization is inclusive of the exam fees. However the exam fee rules are the same as mentioned above in the prospectus

## Re-registration fees:

Student who can't complete the additional specialization within registration validity period of 5 years (inclusive of primary and additional specializations) have to pay re-registration fee of Rs. 8,000/- for One year extension.

## Fees for NRI/Overseas Students:

An additional fee of US\$1,000 would be charged for the additional specialization

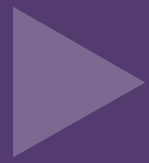
**\*All other fees would be the same as applicable to that of primary specialization**

## Waivers available to dual specialization students:

- Dual specialization students will get waivers in subjects which are common in their primary and additional specialization



# FEW IMPORTANT POINTS



- About credit points for immigration / overseas study etc: It is an autonomous program of the institute and does not have any tie up with any international agencies / universities for any credit points required for immigration or any other purpose.
- The aim of the program is to provide knowledge required to handle different functions/ verticals like Marketing, Finance, HR, Supply Chain, Healthcare etc and the program do not have any placement / internship tie-up with industry.
- It would be assumed that students seeking admission to Welingkar's Hybrid Management Programs have read the prospectus thoroughly and understood all the rules and regulations described therein and agree to abide by the same.
- It is the student's responsibility to ensure that their contact details such as address for communication, e-mail id, mobile no. etc, maintained by the Institute remain updated and current for the duration of the program.
- The student should take into consideration the changes in fees in case of re-registration, and pay the same accordingly. Failure to do so will result in a lapse of admission wherein the student will have to re-apply for the course and restart the program.
- Malpractice: If a student is caught indulging in malpractice during the end semester exams at any of the exam test centers, they will be treated as absent and their admission is liable to be cancelled without any refund of fees. The Institute reserves the right to take appropriate disciplinary actions against the students in such cases.
- Students should not use any abuse or objectionable language in any form (viz. verbal/ written/ electronic/social networking websites) against any member of the institute or any other fellow student or any other person or visitor in the Institute. Students should also undertake that under no circumstances, he/ she should enter into any quarrel or any act of violence in any manner whatsoever with any member of institute or any other fellow student or any other person or visitor in the Institute. Student should agree that on account of any such incident the Institute will take strict disciplinary / legal action and his /her admission will be cancelled without refund of any fees.
- Right to Amend Rules: The Institute reserve the right to amend the policies, rules and regulations whenever and wherever it finds appropriate or require. Any changes, if made, will be intimated to all students. Therefore, the prospectus and details given therein should not be considered as a contract binding on the Institute for any specific rules or policies.

# AWARD OF CERTIFICATES

The following Diplomas will be awarded to successful candidates on stage-wise completion of the Program

On successful completion of the 1<sup>st</sup> year

- Advanced Diploma in Business Administration

On successful completion of the 2<sup>nd</sup> year

- Post Graduate Diploma in Management (Marketing Management) (PGDM - MM - HB)
- Post Graduate Diploma in Management (Finance Management) (PGDM - FM - HB)
- Post Graduate Diploma in Management (Human Resource Management) (PGDM - HRM - HB)
- Post Graduate Diploma in Management (Retail Management) (PGDM - RM - HB)
- Post Graduate Diploma in Management (Supply Chain Management) (PGDM - SCM - HB)
- Post Graduate Diploma in Management (Operations Management) (PGDM - OM - HB)
- Post Graduate Diploma in Management (Business Administration) (PGDM - BA - HB)
- Post Graduate Diploma in Management (E-Business) (PGDM - EB - HB)
- Post Graduate Diploma in Management (International Business) (PGDM - IB - HB)
- Post Graduate Diploma in Management (Banking, Investment and Insurance) (PGDM - BII - HB)
- Post Graduate Diploma in Management (Services Excellence) (PGDM - SE - HB)
- Post Graduate Diploma in Management (Rural and Agri Business) (PGDM - RAB - HB)
- Post Graduate Diploma in Management (Media and Advertising) (PGDM - MA - HB)
- Post Graduate Diploma in Management (Travel and Tourism) (PGDM - TT - HB)
- Post Graduate Diploma in Management (Healthcare Management) (PGDM - HCM - HB)
- Post Graduate Diploma in Management (Hospitality Management) (PGDM - HOM - HB)
- Post Graduate Diploma in Management (E-Commerce) (PGDM - EC - HB)
- Post Graduate Diploma in Management (IT Projects Management) (PGDM - ITPM - HB)

- It is necessary to clear all the subjects of first year as well as second year along with all project work and viva to secure Post Graduate Diploma in Management ( Specialisation ) - Hybrid Program Certificate.
- Students get a certificate & mark sheet for each year separately.
- First year mark sheet and certificate are given in softcopy only. Students who have cleared all subjects and project work of the first year syllabus, can download the mark sheet and certificate copies from their online dashboard.
- Hardcopy of mark sheet and certificate for second year will be couriered to successful students within 30 days of declaration of results.

Following grades for each year are assigned based on the scores obtained in each individual year.

Overall %	Grade
Above 75	Distinction
Above 60 and Below 75	First Class
Above 50 and Below 60	Second Class
Below 50	Fail



# AWARD OF CERTIFICATE





**Prin. L. N. Welingkar Institute of Management Development & Research,**  
Lakhamsi Napoo Road, Next to R. A. Podar College,  
Matunga (Central Rly.), Mumbai - 400 019.

For students support services, contact the helpdesk:

Mumbai - Ph.: 022-40514025

WeCare (Online Support Service) from student login section.

[www.welingkaronline.org](http://www.welingkaronline.org)